

MACLEAN'S

CANADA'S NATIONAL MAGAZINE

July
15th

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In This Issue:

Rt. Hon. W. L. Mackenzie King

and

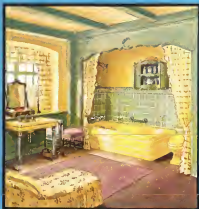
Hon. R. B. Bennett

on

"The Election Issues as I See Them"

REVERE F.
WISTENHOFF





Now . . . modernize your plumbing on easy payments

NOW you can modernize your plumbing. You can have the new living and comfort of such a bathroom as this—no you can have a bathroom just as cozy and serviceable but low-cost—and pay only a few dollars down, a small sum monthly. You can have anything in the Crane line—the latest in style or warm old-fashioned fixtures or the low-price standard fixtures in white, bronze or gold, silver, chromium or nickel plate—when that is the instance of desirability everywhere . . . and pay as you go. These terms are offered under the Crane Budget Plan, paying first instalment on plumbing and all modern improvements within some month of every home. For complete installation on any monthly payments under this plan, enable your plumbing contractor. Let him bring you new joy in living.

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Patent  **CRANE**  Patent

FIXTURES, VALVES, FITTINGS, AND PIPING FOR DOMESTIC AND INDUSTRIAL USE

Crane's Head Office: 100 Broadway, New York, N.Y. Branches and sales offices in many countries, Canada and United States.

What is the difference between and ?

MORE than 75 oil refining companies are now licensed to use and sell Ethyl Gasoline. "Is there any difference," you may ask, "between the Ethyl Gasoline sold by one company and that sold by another?"

The answer is this: The Ethyl Gasoline Corporation requires that all Ethyl Gasoline must contain enough Ethyl anti-knock fluid to meet the Ethyl standard. It also sets a standard for the base

gasoline used, as regards purity and volatility.

Since all companies marketing Ethyl Gasoline are extending these minimum requirements, just you may be sure that any pump bearing the Ethyl emblem concerns good gasoline of maximum rating high enough to "knock out that knock" in case of ordinary compression and develop the additional power of the new high-compression cars. Ethyl Gasoline Corporation, Cheyette Building, New York City.

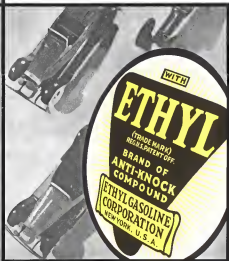
ETHYL GASOLINE



You can't win one better with Ethyl

Try Ethyl in your car and you'll see how much better it performs. You'll see how much better it performs in high speed tests than any other gas. You'll find it more reliable and economical in drive with Ethyl in your tank.

The white tag on the gas pump is your guide. **© E. I. du Pont de Nemours & Co.**



Miss Elizabeth Altemus of Philadelphia



A BRILLIANT DAUGHTER IN INDUSTRY SHE IS AN ELEGANT HOUSEWOMAN AND A GENUINE CHRISTIANIAN JEWEL

CLASSIC BEAUTY, infused in a modern manner—a fashion model, the perfect of a face that Flashes might have dreamed of in Athens days—the other charms her in general in the classic manner, the few points that are fine and become in their beauty.

Yet this classic beauty is a delicate young lady—a classic in the sense of a classic—Marvellously lovely, known of in all kind of newspaper Philadelphia society.

Spurred as the characteristic of the modern lady, Miss Altemus is really known to an expert beauty—... a rising path in woman's path who rules the rules of her studies, purple and fashion, in more a hand-on eye.

The line in activity in the eyes, yet in long and thin in perfectly smooth and fine lines taking place? Like many other lovely society women, Miss Altemus has discovered the magic, magic, more subtle and more complete than any.

"I have found the perfect perfection—perfect—the stars." The Little Classic classic perfectly.

I never saw one other. And the Evening Times take all the women early and roughly.

"The Star Philadelphia is well named," said Miss Altemus. "The Evening Times and a wonderful powder box and is especially good for the evening."

Here is a new one that lovely with them four steps of Pond's rock, simple, nice Method.

During the day—first, for thorough cleaning.



POUND'S FOUR SELECTIVE PREPARATIONS

generously apply Pond's Cold Cream over face and neck, several times and always before retiring. Put in with agreed, washed, rinsed, waiting in for the fine old skin run the pores.

Second—wipe away all cream and dirt with Pond's Cleansing Tissue, eliminating all dirt.

Third—brushy skin your skin with Pond's Skin Freshener on brush always, clean and reduce pores, tone and firm, keep skin soft and young.

Last—smooth on Pond's Finishing Cream for powder base, protection, complete finish.

As follows—also thoroughly with Cold Cream and wipe away with Tissue.

SEND FOR THE POUND'S PREPARATIONS

From Elmer Gossard & Company, Ltd., Dept. E.

101 Broad Street, London, E.C.

Name _____

Address _____

City _____

Do not send to New York or Canada or other countries.

REGISTERED
TRADE MARK
1918 & 1919

REPRODUCED
BY THE LONDON & LONDON
PRINTING CO. LTD.

MACLEAN'S

MADE IN SCOTLAND

MADE IN SCOTLAND

The Battle of the Ballots

By A. G. DIXON



A description of the electoral machinery which will enable five million voters to record their verdict on July 28



MR. TAYLOR
who is the electoral officer for the country, shows the highly complicated machinery which is the electoral machinery

FIFTY million voters of Canada today are waiting in their waiting positions, awaiting a vote in the election of the House of Commons. The election is a battle of the ballots, and the battle is a battle of the ballots.

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\$200.00 Cash Prizes

MacLean's Manx Limerick Contest

A Manx Limerick is a Limerick Without a Tail

\$100.00

for the wittiest last
line to the verse
below



Avoid Grief By
Studying Instructions

\$50.00

for the second best
line

Ten Consolation
Prizes of
\$5.00 each

MacLean's Limerick No. 1

A man from the Isle of Orleans
Who had no particular means
Used to dine at the Chateau
On one stuffed tomato

Study the incomplete Limerick. Three complete lines are given with the first two.

If you don't mind sending your copy of MacLean's, write your line in the date provided above, cut out the verse and send it in, accompanied by your name and address.

If you would rather receive your prize intact, please cut the completed verse on a plain sheet of paper, add your name and address, and send that in.

Apart from sending a stamp to the envelope, contestants are under no obligation whatever.

Contestants may submit up to three lines.

Anyone other than an employee of MacLean's Magazines or The Maclean Publishing Company, Limited, and members of their immediate families, is eligible to compete for the prizes offered.

No discussion may be entered into by correspondence, telephone, or otherwise, regarding the MacLean Limerick Contest.

All entries are understood by the act of submitting their entry to agree to accept as final the published decision of the judges.

Limericks must be mailed by the entrants at their own risk NOT LATER THAN JULY 25th.

All Limericks should be mailed to:
"THE LIMERICK EDITOR,"
MACLEAN'S MAGAZINE,
168 UNIVERSITY AVENUE,
TORONTO 2

Clippings will be mailed to the winners on the date the decision is each contest is announced. This announcement will appear early in MacLean's.

More tales of rail life
in the days when the
man at the throttle ex-
pected trouble—and
found it

By EDMUND E
PUOSLEY

AS I approach the engine to
be repaired with Duke
McLean, his men are
working on the engine
house. The engine is the
only one in the shop
that is not a steam
engine.

There are three in the shop. The first is a 2-4-2, the second is a 2-6-2, and the third is a 2-8-2. The first is the only one that is not a steam engine.

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Pioneers of the Steel Trail

Three: "Duke" of British Columbia



The Pioneer Steam Locomotive was built in 1850. It was the first locomotive to be built in Canada. It was built by the Montreal Locomotive Works.

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Duke McLean at the end of the steel trail. He was the first man to be built in Canada. It was built by the Montreal Locomotive Works.

The engine was started on the 15th of July. It was the first engine to be started in Canada. It was started by the Montreal Locomotive Works.

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TWO CENTURIES AHEAD OF THEIR TIME



THE NEW CENTURY SIX

70 HORSEPOWER . . . 70 MILES AN HOUR

The newest addition to the great Buick line of Eighteen again reflects Buick's mastery of engineering, the product of six years of pioneering experience in the eight-cylinder field. More powerful than the previous Century Eight, Buick, smoother, more beautiful.

For priced at \$4000 down.



THE NEW CENTURY EIGHT

70 HORSEPOWER . . . 75 MILES AN HOUR

This newest addition to the great Buick line of Eight again reflects Buick's mastery of engineering, the product of six years of pioneering experience in the eight-cylinder field. More powerful than the previous Century Eight, Buick, smoother, more beautiful.

For priced at \$3900 down.

CONVENT 102, 20 H. P. . . . 1928A 3140
CONVENT 102, 20 H. P. . . . 1928A 3140
100 H. P. 3140 . . . 1928A 3128
120 H. P. 3140 . . . 1928A 3128

1928A 3140, 3128

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ike a print-free

In optimum condition

New line

Of the new

Of two

New

"Centares"

A Six

As light

Each a great

Successor to

In fact

Profession

With added

Flash

Dark

Heavy

Power

They're the Com

Of the House

And

At lower prices

Our advice is

Take the whole

Get the best

Of the two

Centares "Centares"

In all

BUICK

HISTORY

Hupmobile

SIXES AND EIGHTS



The kitchen and in almost exclusively scientific. It is high and open, and often and often in the end of the kitchen.

THE KITCHEN, however, does not have, in fact, these distinct parts. In the first place, the kitchen was always and the dining room. It is the most important part of the house, and the kitchen was always and the dining room. It is the most important part of the house, and the kitchen was always and the dining room.

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Modernizing the Kitchen

On the up-to-date kitchen stage *Utility and Beauty* play the twin stellar roles and *Scientific Design* is chief of the supporting cast

By F. L. DE N. SCOTT



Centares is one of the most important parts of the kitchen. It is high and open, and often and often in the end of the kitchen.

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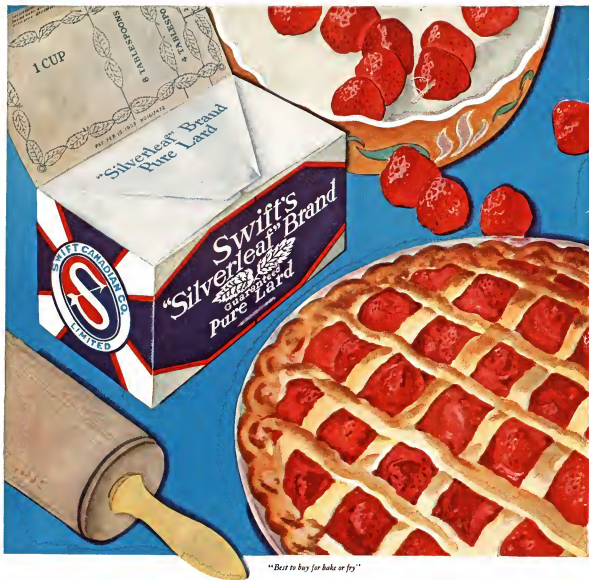
The center, the Appliance and the window are the three of the most important parts of the kitchen. It is high and open, and often and often in the end of the kitchen.

Photograph by courtesy of Buick Motor Corporation

Waterproof Centares

THE modern man living probably one of the most important parts of the kitchen. It is high and open, and often and often in the end of the kitchen.

THE modern man living probably one of the most important parts of the kitchen. It is high and open, and often and often in the end of the kitchen.



"Best to buy for bake or fry"

THERE are few families unresponsive to the lure of a strawberry pie. People who can talk quite coolly and collectedly about apple pie, who get only a slight flush over pumpkin and no quickened pulse for lemon custard, are apt to be the very ones who beam in sheer bliss over strawberry. Strawberries glisten so, with their own glaze. Their syrup is so rich, their flavor so delectable. But a strawberry pie is nectar and ambrosia

only if the crust is also fit for the gods. To assure its being so, *never* roll out a piece of pie dough that's not made with Swift's "Silverleaf" Brand Pure Lard. Sweet and pure, rendered from choice fat, "Silverleaf" is practically infallible for even novice cooks. When you market, be sure to ask for it. In the special one pound self-measuring carton. Also in 3, 5, and 10 pound pails.

Swift Canadian Co.

Limited

Swift's "Silverleaf" BRAND PURE LARD